

DRAFT-DELIBERATIVE: INTERNAL DISTRIBUTION ONLY

RE-EVALUATION OF 24(C) REVIEW PROCESS COMMUNICATIONS PLAN

OCTOBER

Ex. 5 Deliberative Process (DP)

*Purpose*

Requesting public comment to inform EPA's re-evaluation of our approach to 24(c) registrations that are more restrictive than the federal registration.

*Audiences/Stakeholders*

- State pesticide regulatory agencies
- Growers
- Registrants
- Other stakeholders interested in pesticide regulations

*Spokesperson(s)/Messenger(s)*

The document will be posted to the docket for public comment. Web updates and social media will further amplify the message.

*Timeline*

Date	Time	Activity	Champion
10/21/19	10:00am	Schedule call with EPA Regions Schedule separate call with AAPCO leadership	FEAD/GISB
10/22/19	1:00pm	Call with EPA Regions	FEAD/GISB and RD/MUERB
10/22/19	1:15pm	Call with AAPCO leadership	FEAD/GISB and RD/MUERB
10/22/19	1:30pm	Notice of Availability posted to the docket	RD
10/22/19	1:30pm	OPP Update	FEAD/CSB
10/22/19	1:45pm	Web updates	FEAD/CSB
10/22/19	2:00pm	Tweet	OCSPP/IO

Ex. 5 Deliberative Process (DP)

*Key Message & Supporting Talking Points*

- EPA is requesting public comments as we re-evaluate our approach to 24(c) registrations that are more restrictive than the federal registration.

Ex. 5 Deliberative Process (DP)

- Rather than registering additional uses not included on the EPA-approved label, some states issue 24(c) registrations that are more restrictive than the federal label.
  - Section 24(c) of FIFRA allows states to register an additional use of a federally registered pesticide product or a new end-use product to meet special local needs, if certain conditions are met. This is different from imposing more restrictive requirements.
  - Examples of state restrictions using 24(c) include adding a more restrictive application cut-off date, adding training and certification requirements, or limiting the number of treatments permitted by the EPA-approved label.

Template Revised: 07/30/2019  
Supersedes: 04/05/2019

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- **By using section 24(c) to make label language more restrictive, rather than using authorities allowed under section 24(a), states appear to be acting in a manner inconsistent with FIFRA.**
  - Section 24(a) of FIFRA allows a state to regulate the sale or use of any federally registered pesticide in the state, if the state regulation does not permit any sale or use prohibited by FIFRA.

*Activities & Deliverables*

Reference the following list of options during the planning process. Make specific assignments in the timeline.

Traditional Media	Social/Digital	Outreach/Notifications	Events/Site Visits
Desk Statement Q&A Rapid Response	Twitter Website Updates	Call with EPA Regions OPP Update	
<i><b>AFTER-ACTION AMPLIFICATION: ICYMI, WTAS, social media follow-up, share clips!</b></i>			